



The Business Imperative of Increased College Attainment

2014 COTA Transfer & Articulation Conference
January 29, 2014



Strategy Statement

We are a broad community of leaders united for economic prosperity throughout the entire St. Louis bi-state region. In fact, our aspiration is for St. Louis to be one of the Top 10 US regions in prosperity by 2025 as measured by select economic measures. Our one purpose is to inspire a greater St. Louis. Together, we will make St. Louis a more attractive place for people to live, work and invest. We will win on today's regional strengths in focused economic clusters: financial services, health, multimodal logistics, and biosciences. We will champion a better tomorrow through community leadership on three priorities: greater educational attainment, inclusion, innovation & entrepreneurship. We will help unite the public and private sectors to advance and secure policy necessary to support our plan.


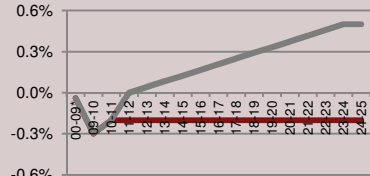

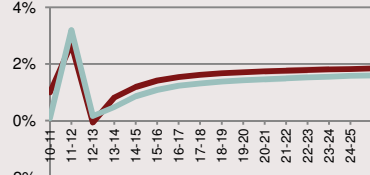

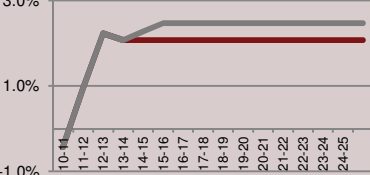

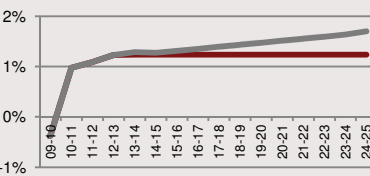


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Our aspiration is for St. Louis to be one of the Top 10 U.S. regions in prosperity

Regional Indicator	Current Rank	Recent Trend	To reach Top 10 by 2025	
Per Capita Personal Income (Current \$)	15			St. Louis would need to add \$6,500 more per capita income per person per year
Annual Growth Per Capital Personal Income	7			St. Louis would need to retain top 10 position for income growth while increasing rank in per capita income
Annual Growth Gross Regional Product (GDP)	14			To reach a 3.0% growth rate the region's GDP must add an additional \$10 billion from 2012 to 2025 (in 2005\$)
Average Annual Employment Growth	20			Add 90,400 additional jobs, or an extra 7,000 jobs per year

Increasing Rank  Falling Rank  No Change in Rank 

Confidential Draft

Data Sources: Census, BEA, BLS
Forecast Sources: Woods & Poole
Note: No forecast data for net migration



Our aspiration is for St. Louis to be one of the Top 10 U.S. regions in prosperity

Regional Indicator	Current Rank	Recent Trend	To reach Top 10 by 2025	
Educational Attainment % Adult Population with College Degree	14	■ ■		Additional 75,000 adults total or an additional 6,000 BA degrees per year
Average Annual Population Growth	19	●		Add 27,800 new residents per year to achieve a 1.3% annual growth rate
Net Migration as share of Population	19	●		Positive net migration of about 13,000 to 14,000 persons per year

Increasing Rank ■ Falling Rank ● No Change in Rank ■ ■

Data Sources: Census, BEA, BLS
Forecast Sources: Woods & Poole

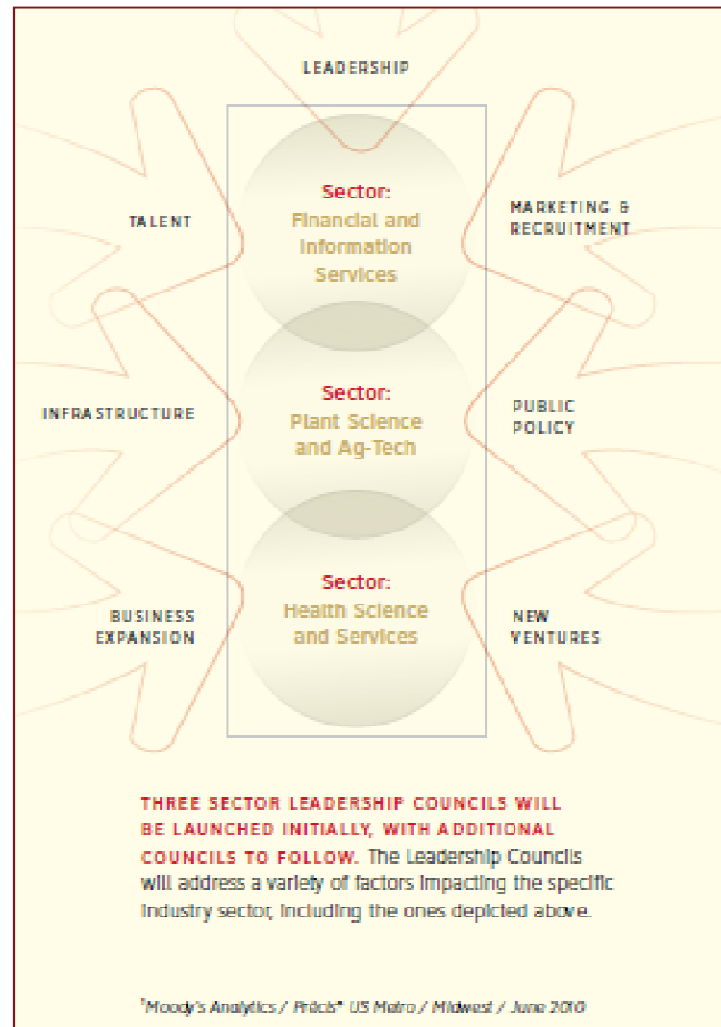


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Growing a Cluster



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THE REGIONAL CASE FOR COLLEGE ATTAINMENT

May 2, 2013



St. Louis' Future Will Be Built On Our Talent Assets

*Among the nation's 20 largest metros. St. Louis
is...*

19th
Population

14th
Education



*Educational Attainment, 2009 – 2011 American
Community Survey, U.S. Census*

We Can Strengthen Our Advantage in College Attainment



By lifting the
St. Louis region
into the **top
ten by 2025.**



Simply put,
No accomplishment will
be more important to our
future economic vitality.



Why is this so important?



Firms making location decisions use the percent of population with college degrees to gauge **workforce quality**



Top ten ranking will set **St. Louis**
apart from competitors.



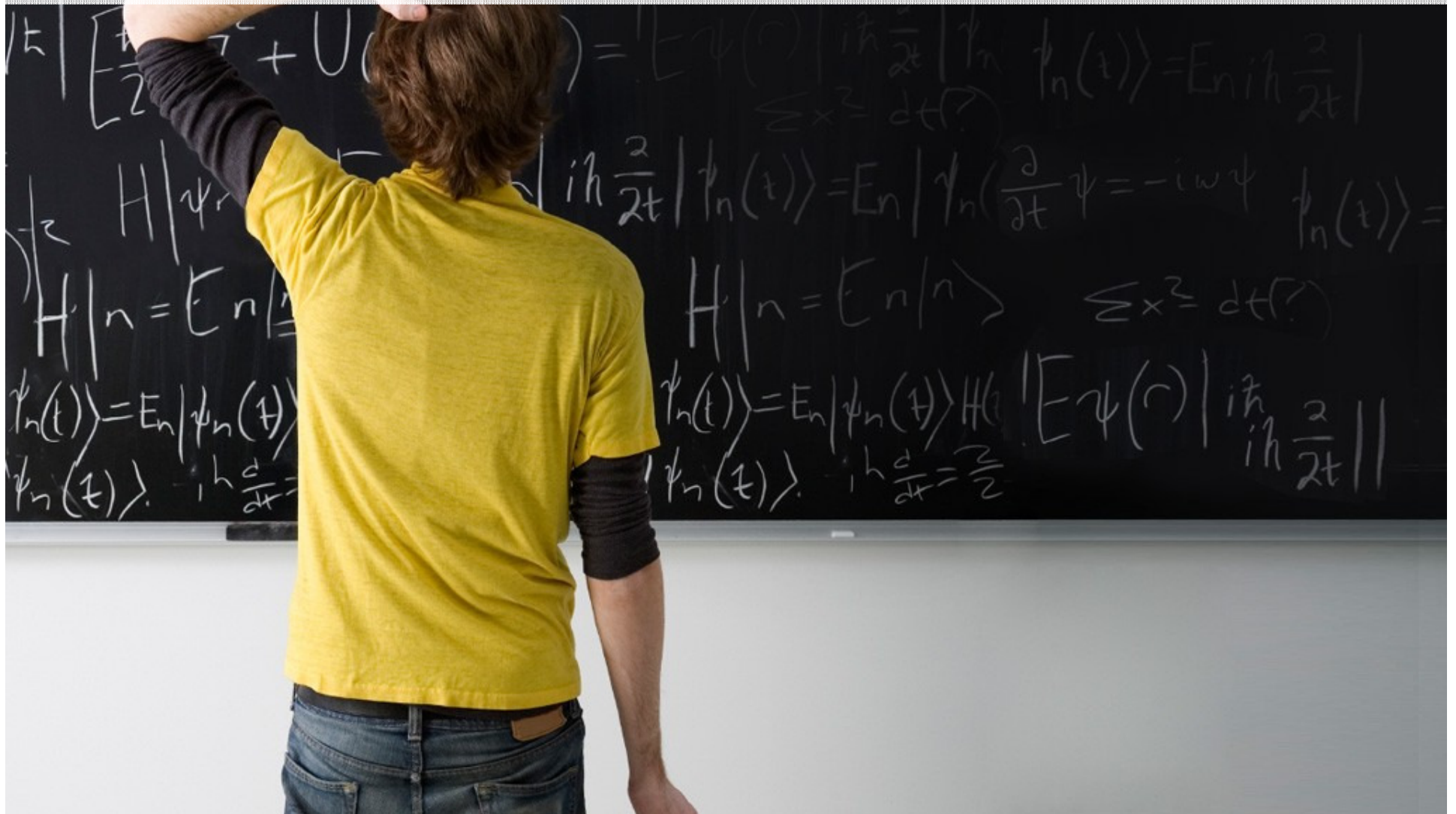
Higher levels of college attainment equals greater earnings.



One percentage point increase in BA+ degrees equals an additional \$856 in income for every man, woman and child in the region.

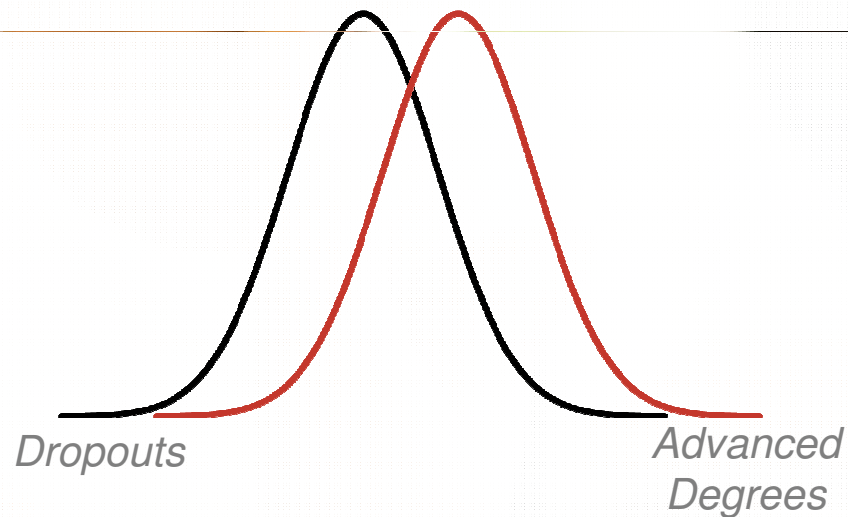


Do the math. That totals an additional
\$2.4 billion for the region as a whole.



When the percentage of BA+ degrees goes up, all educational attainment levels increase.

Shifting the Distribution





WHO BENEFITS DIRECTLY?



Individuals and
Families



Employers



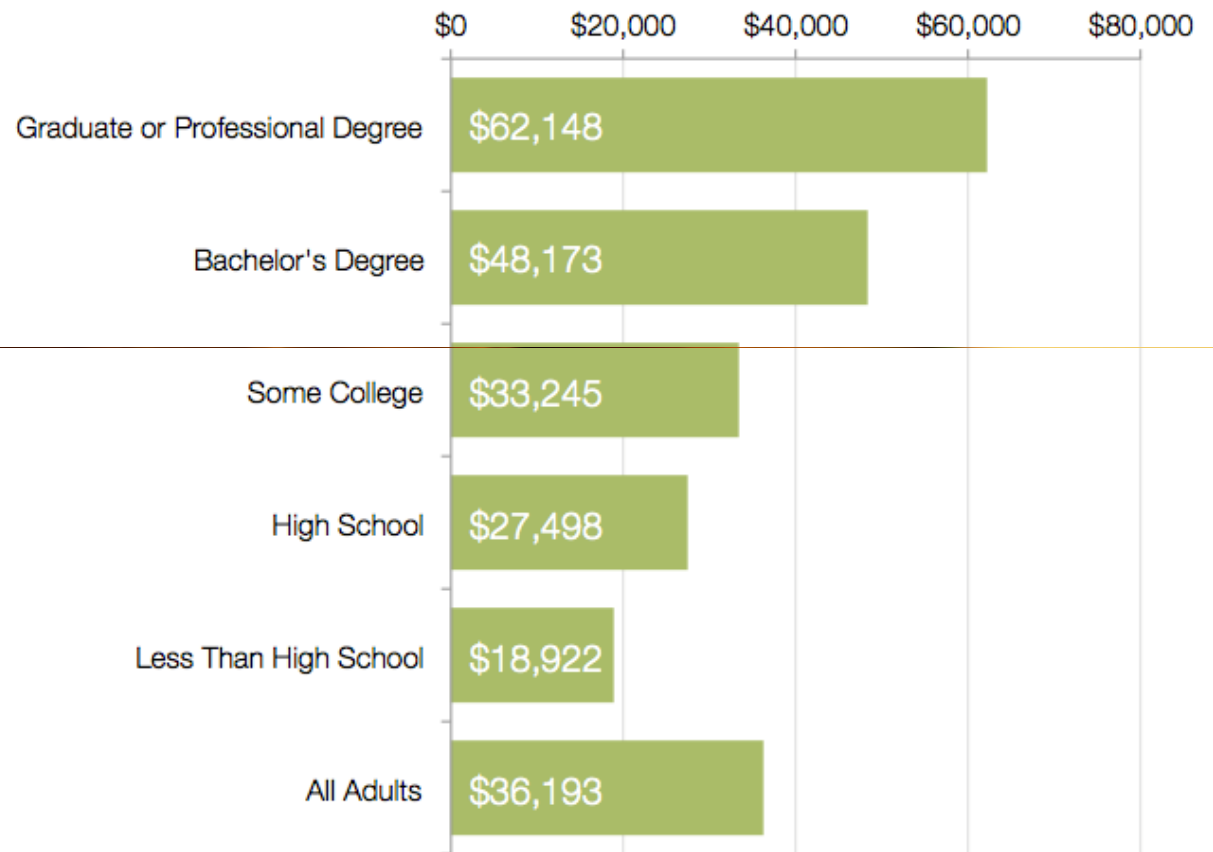
Communities



Benefits for Individuals and Families

1. College degree holders are **more likely to be employed** and have **more career options**.
2. Median **earnings rise significantly** as educational attainment goes up.

Median Earnings of St. Louis Adults by Education Level

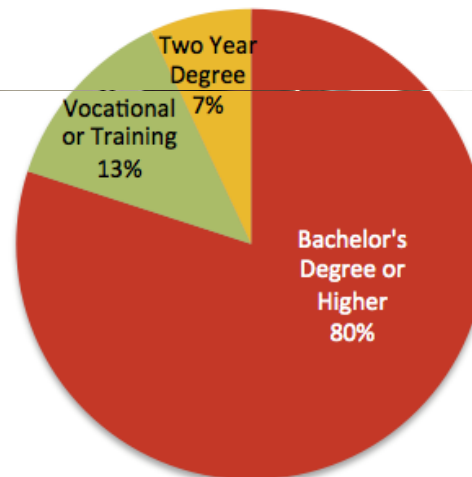




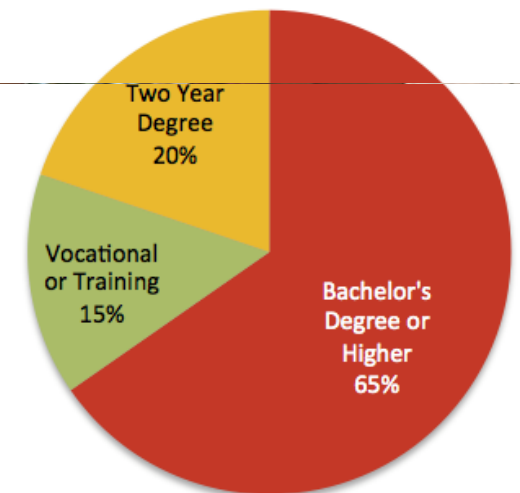
Benefits for Employers

1. Greater concentration of college degrees ensures **stronger regional workforce**.
2. Bachelor's and higher-level degrees are prevalent in more than two-thirds of **in-demand occupations**.
3. Talented people **attract other talented people**.

Prevalence of Higher Education Credentials in Financial & Information Service Occupations



Prevalence of Higher Education Credentials in Health Science & Healthcare Occupations



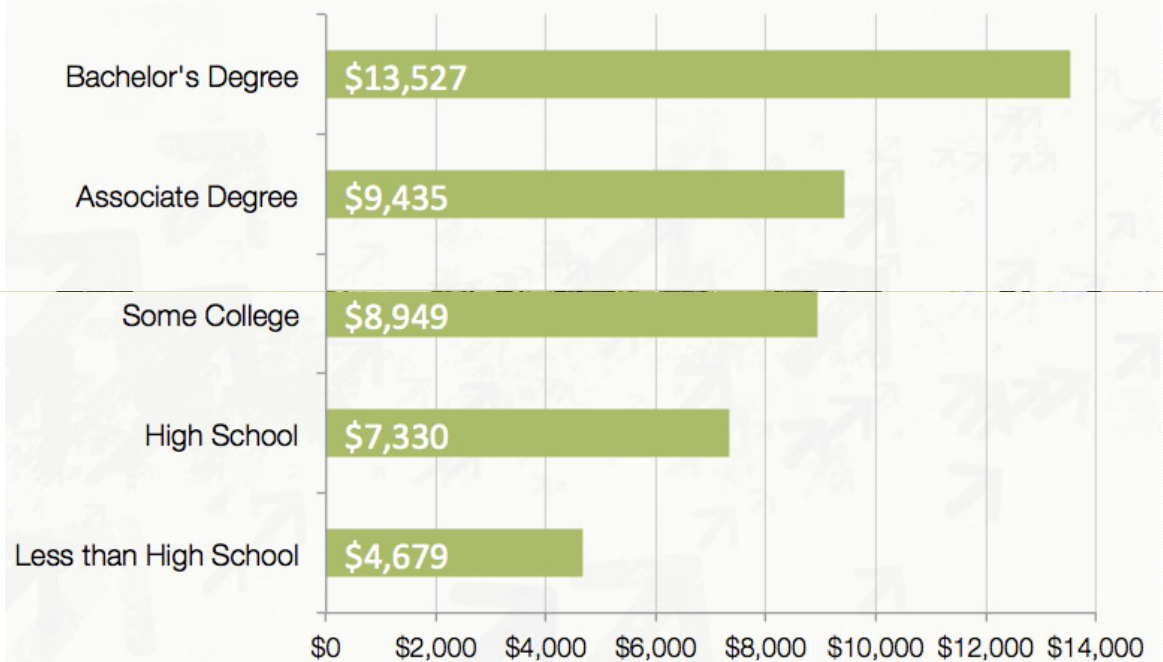
U.S. Bureau of Labor Statistics 2009; Missouri Economic Research and Information Center 2008



Benefits for Communities

1. Higher education = Higher incomes = **More homeownership, stable communities.**
2. Educational attainment = greater economic security = **less reliance on social services.**
3. **Tax revenues increase** as educational attainment rises.

Higher Education = More Tax Revenue



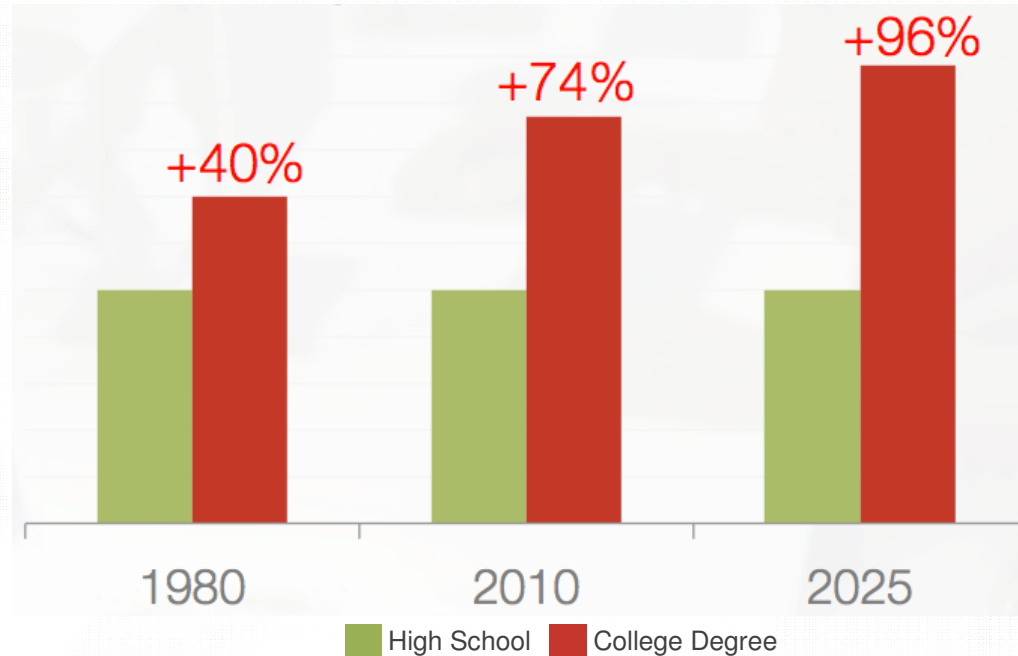


The time is now.

The benefits and challenges will increase

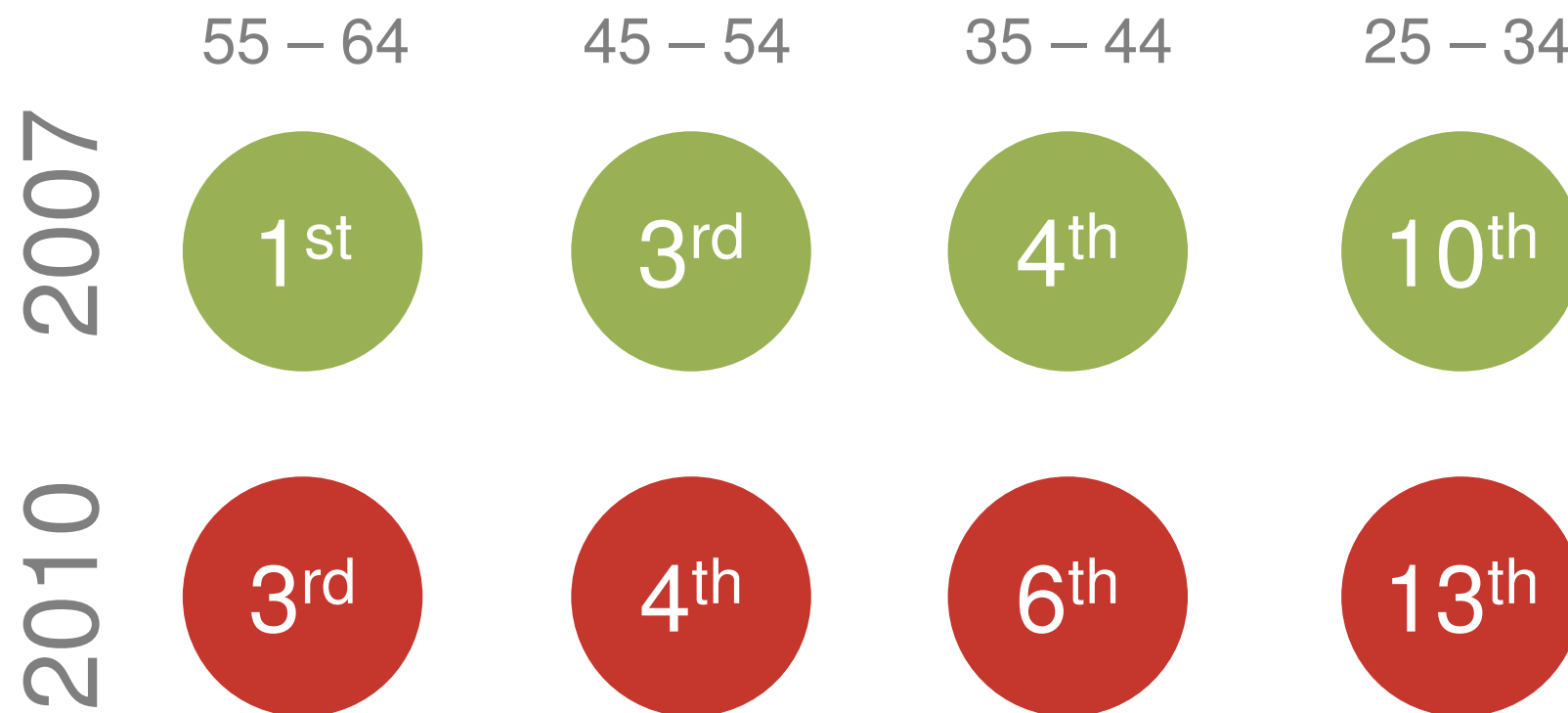
- For businesses, **new technology skills** and credentials continue to rise in importance.
- For individuals and families, **the earnings gap** will continue to widen.

Income by Educational Attainment

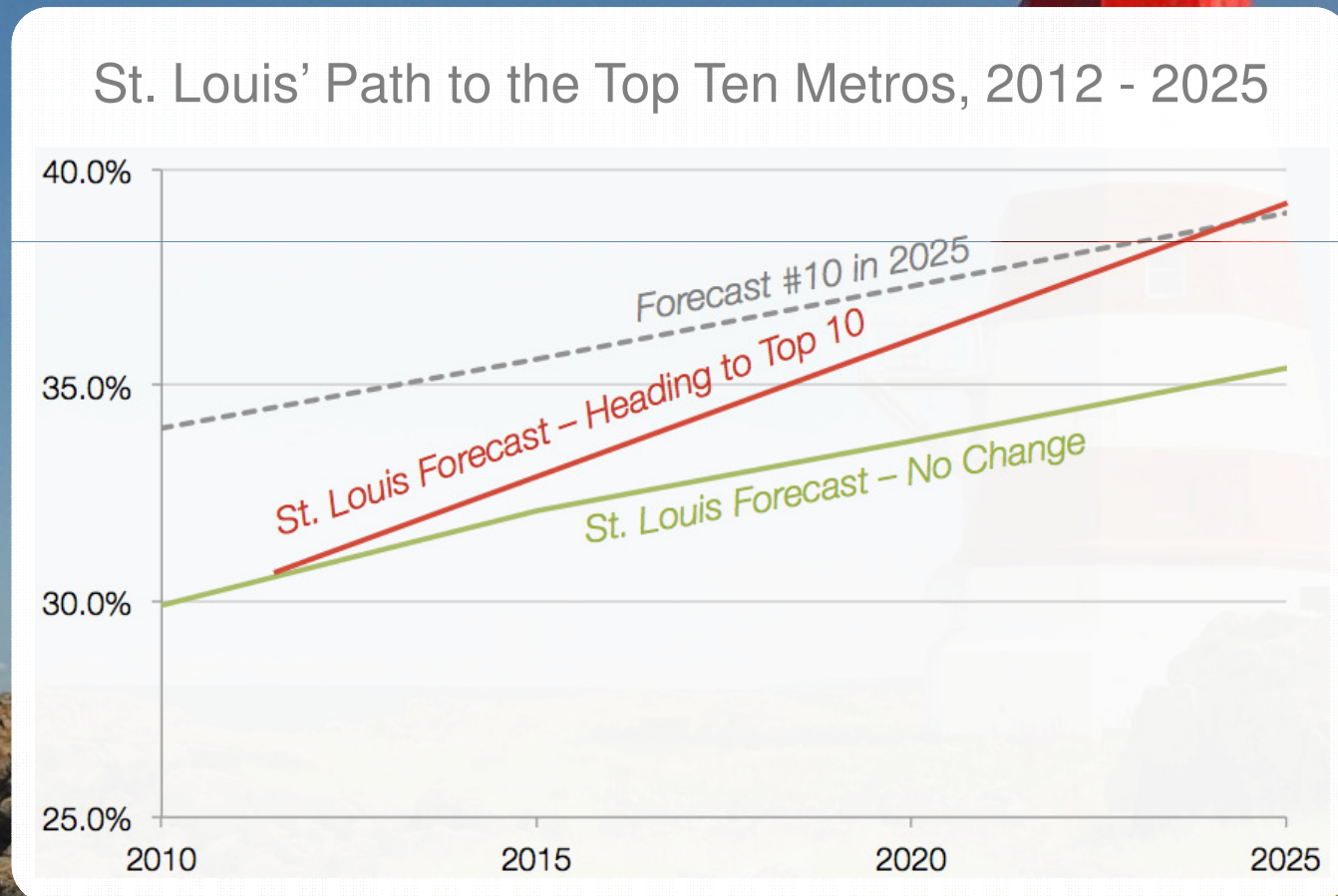


St. Louis competes in a global economy

Percentage of Population with Post Secondary Degrees among OECD Countries. U.S. Ranking.




What will it take to get to the top ten metros in college attainment?



Coordinated, sustained action will
be key





What We Have Accomplished Together, To Date

Overview for the Talent and Higher Education Councils
November 20, 2013



Six Important Accomplishments

1. Cultivated Relationships and Trust
2. Developed a Shared Understanding of Challenges, Opportunities
3. Engaged and Listened to the Regional Community
4. Adopted an Ambitious Goal: Top Ten Status by 2025
5. Established a Cooperative Metrics System
6. **Built the Framework for a Regional College Completion Strategy**

6. Built a Regional Strategy Framework



The infographic is titled "ST. LOUIS REGIONAL COLLEGE COMPLETION STRATEGY" and features a navigation bar at the top with links for MISSION, BOULDERS in the ROAD, PATHWAYS to SUCCESS, and COMMENTS. A circular badge in the top left corner states "ST. LOUIS is headed to the TOP TEN". The main mission statement is "OUR MISSION IS SIMPLE: to be in the top ten of the nations 20 largest metros in college attainment by 2025. Together, we can do this by targeting five key groups:". These groups are represented by icons and labels: Current Students, Recent Graduates, Working Adults, Unemployed Adults, and Veterans. A call to action on the left asks "Do you have something to say? Click here to leave a comment." and a concluding paragraph at the bottom states: "Make no mistake: the strategy to achieve our goal is quite ambitious. Significant challenges lie ahead. We must work together as a region on two levels at once: removing the big systemic obstacles that hold everyone back and encouraging existing programs to keep moving forward for even greater impact."

ST. LOUIS is headed to the TOP TEN

MISSION BOULDERS in the ROAD PATHWAYS to SUCCESS COMMENTS

ST. LOUIS REGIONAL COLLEGE COMPLETION STRATEGY

OUR MISSION IS SIMPLE:

to be in the top ten of the nations 20 largest metros in college attainment by 2025. Together, we can do this by targeting five key groups:

- Current Students
- Recent Graduates
- Working Adults
- Unemployed Adults
- Veterans

Do you have something to say? Click here to leave a comment.

Make no mistake: the strategy to achieve our goal is quite ambitious. Significant challenges lie ahead. We must work together as a region on two levels at once: removing the big systemic obstacles that hold everyone back and encouraging existing programs to keep moving forward for even greater impact.

Regional Strategy: Promising Pathways

The screenshot shows a web browser window displaying the St. Louis Regional Chamber's 'PATHWAYS to SUCCESS' page. The page features a red navigation bar with links for MISSION, BOULDERS in the ROAD, PATHWAYS to SUCCESS, and COMMENTS. A circular logo on the left states 'ST. LOUIS is headed to the TOP TEN'. The main content area has a blue background with white clouds and a dark blue banner reading 'PATHWAYS to SUCCESS'. Below the banner, a paragraph states: 'Fortunately, St. Louis has an abundance of assets to improve college completion. Existing programs are delivering measurable results for our target groups throughout the area. These programs should be linked, leveraged, and aligned for even more impact at a greater scale.' This is followed by the heading 'Key pathways to success include:'. A list of six pathways is presented on a wooden plank background: 'Flexible Content Delivery' (Be flexible in the delivery of content for today's busy and diverse student population), 'Provide Coaching and Support' (Provide coaching, mentoring, and peer support to students in school, at work, and in the community), 'Early Warning System for College Dropouts' (Develop an early warning system to spot potential college dropouts and address problems before it's too late), 'College Preparation in Middle and High Schools' (Emphasize college preparation in middle and high school curriculum), 'Streamline Transitions to Post-Secondary School' (Create transition standards between secondary and post-secondary school, enabling students to avoid extensive remedial coursework), and 'Tailor Services to Student Groups' (Develop an early warning system to spot potential college dropouts). To the right of the pathways, a section titled 'Key Groups Affected' lists four groups with corresponding icons: 'Current Students', 'Working Adults', 'Recent Graduates', and 'Unemployed Adults'. A speech bubble on the left asks 'Do you have something to say? Click here to leave a comment.' The browser's address bar shows 'topteneducation.org/college/' and the taskbar at the bottom indicates the time is 2:04 PM.

ST. LOUIS is headed to the TOP TEN

MISSION BOULDERS in the ROAD PATHWAYS to SUCCESS COMMENTS

PATHWAYS to SUCCESS

Fortunately, St. Louis has an abundance of assets to improve college completion. Existing programs are delivering measurable results for our target groups throughout the area. These programs should be linked, leveraged, and aligned for even more impact at a greater scale.

Key pathways to success include:

- Flexible Content Delivery**
Be flexible in the delivery of content for today's busy and diverse student population.
- Provide Coaching and Support**
Provide coaching, mentoring, and peer support to students in school, at work, and in the community.
- Early Warning System for College Dropouts**
Develop an early warning system to spot potential college dropouts and address problems before it's too late.
- College Preparation in Middle and High Schools**
Emphasize college preparation in middle and high school curriculum.
- Streamline Transitions to Post-Secondary School**
Create transition standards between secondary and post-secondary school, enabling students to avoid extensive remedial coursework.
- Tailor Services to Student Groups**
Develop an early warning system to spot potential college dropouts.

Do you have something to say? Click here to leave a comment.

Key Groups Affected

- Current Students
- Working Adults
- Recent Graduates
- Unemployed Adults

Promising Pathways

- Flexible content delivery
- Provide coaching / support
- Early warning system
- College prep in middle & high schools
- Streamline transitions
- Tailor services to students
- Address needs of adults
- Encourage employer support
- Biz-higher ed partnerships
- New ed technologies
- Expand support services
- Connect w/learning
- Spread the word
- Attract college-educated immigrants
- Increase regional coordination

Key Issues



Boulders / Accelerators



Boulders / Accelerators



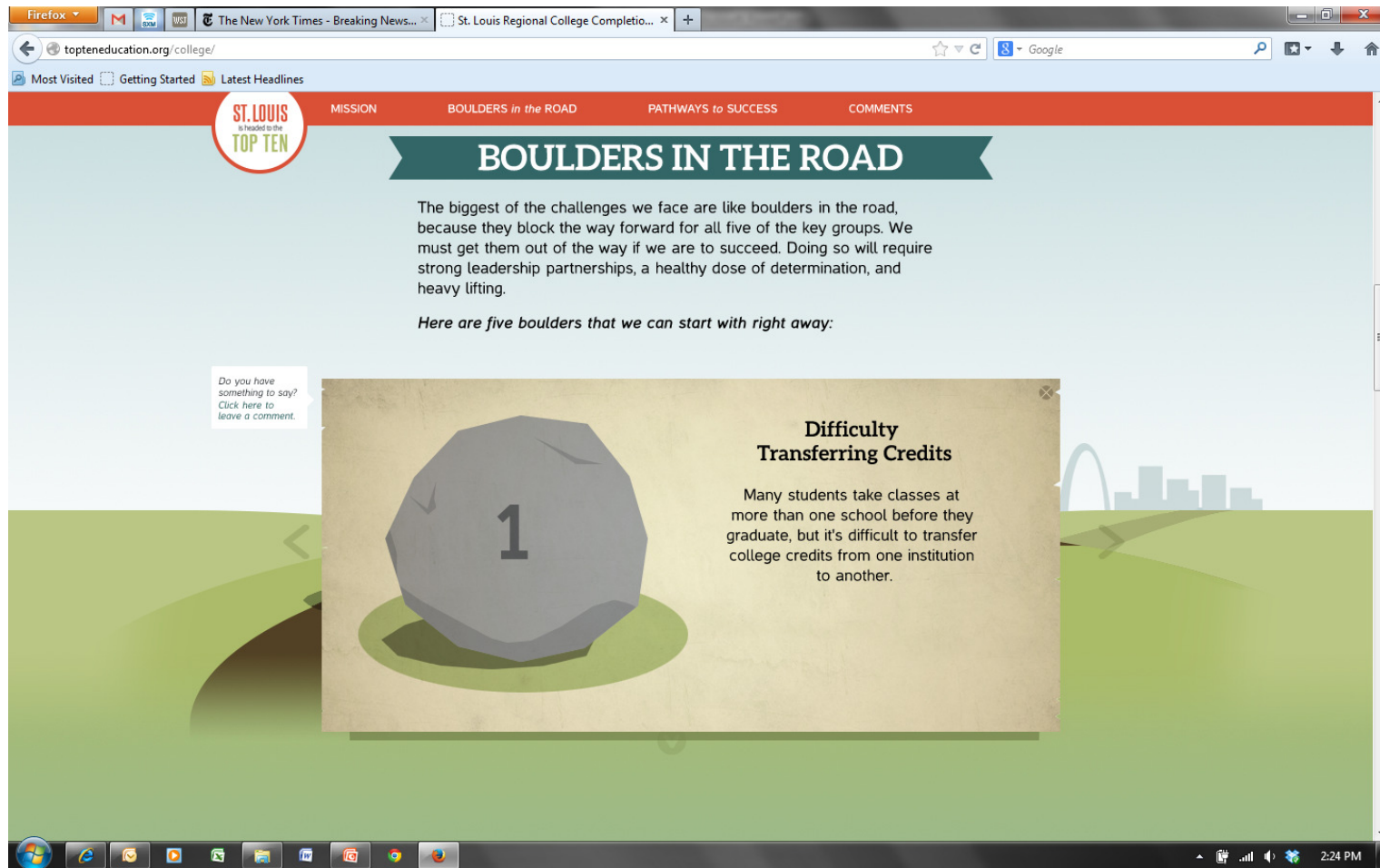
Boulders / Accelerators



Boulders / Accelerators



Boulders / Accelerators





CHANGING THE TRAJECTORY

ST. LOUIS IS Headed
to the top ten

December 17, 2013



We must hold ourselves **accountable**

We will reach our goal only if we measure,
monitor, and hold ourselves accountable for
quantifiable results



Here's where things
stand today

Here's what we know about five key groups

1 Traditional Students

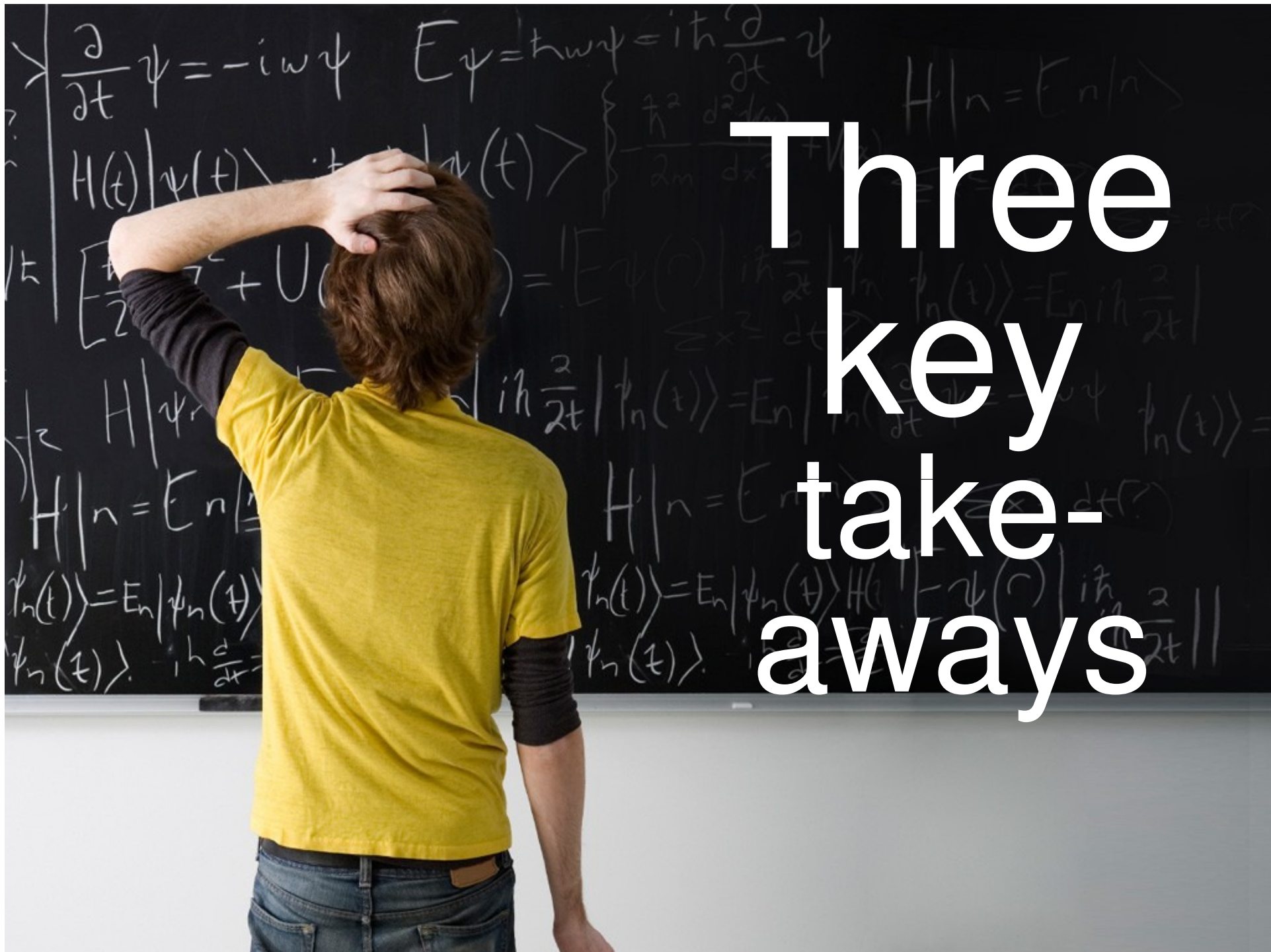
2 Working Adults

3 Unemployed Adults

4 Veterans

5 Mobile Graduates

Three key take- aways



College enrollments are impacted by **many factors**

1. Demographics (decline in traditional-age cohort)
2. Economics (increase in adult students)
3. Policy (rise in Pell grant recipients, transferability of credits)
4. Community outreach and action (increase in African-American students)

We cannot assume today's trends will continue
... and we will need to be attentive to others

Thank you

